

# DaaS

## Discovery as a Service

Everything else is offered as a service,  
why not complex problem-solving?

## WHAT IS DAAS?

**Discovery as a Service (DaaS)** is a proven method designed to break through the silos and barriers of any organization and solve the biggest challenges—the ones with high stakes and deep complexity.

Proven through years of successful enterprise engagements, Discovery as a Service (DaaS) provides structure and direction to solve high stakes challenges and develop a shared understanding of company brand, vision, and strategic value messaging—all at the speed of business.

DaaS answers questions like:

How do we articulate our vision and stake our position as a category leader?

How do we launch a new line of business?

How do we unite and uplevel our entire ecosystem?

## OUTCOMES

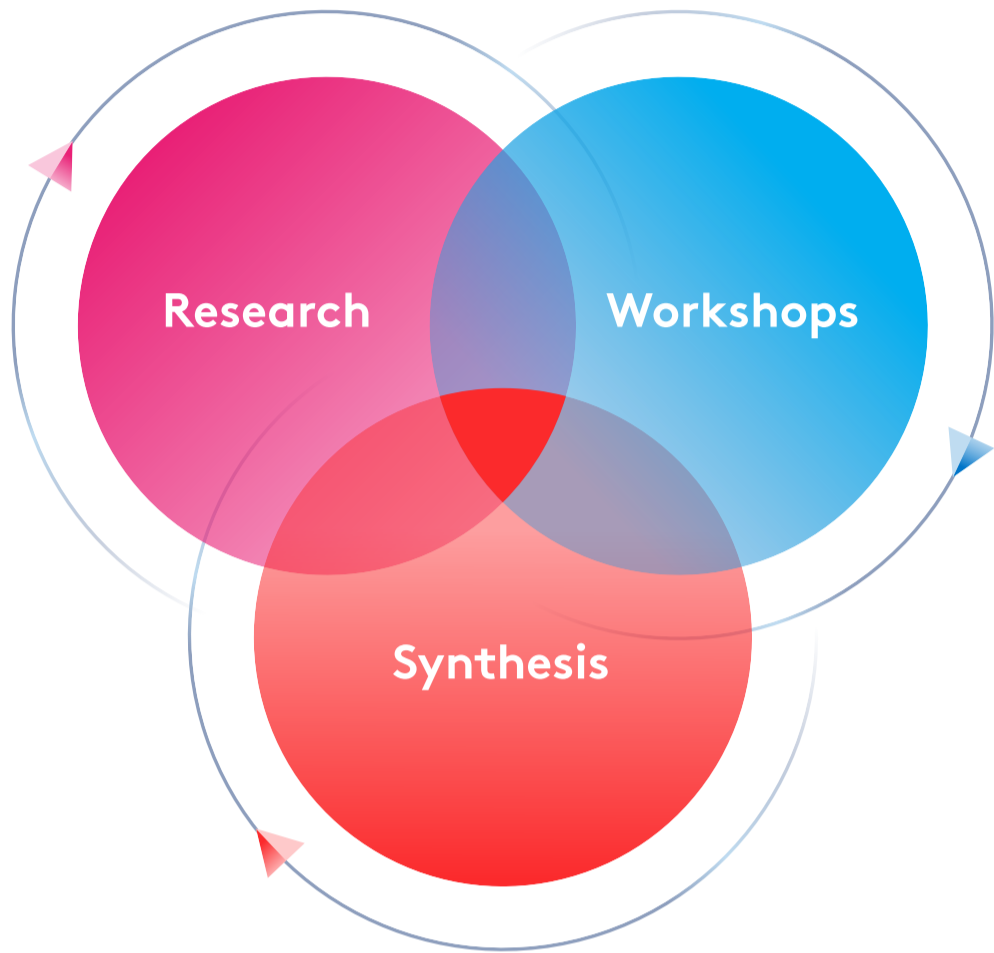
→ Solve high-stakes challenges through an inclusive, collaborative process

 Distill vision, value, and solution complexity into simple frameworks for storytelling

 Bridge gaps and align stakeholders around the most important business efforts

 Get an actionable blueprint to unify your storytelling

## THE PROCESS



Through a customized cycle of workshops, research, and synthesis we ensure all perspectives are heard to uncover key objectives, challenges, and opportunities which we deliver as an actionable blueprint for producing immediate impact.

Each engagement has a specific strategic purpose. We work with you to define how deep into our process we need to go to achieve “just right” results.

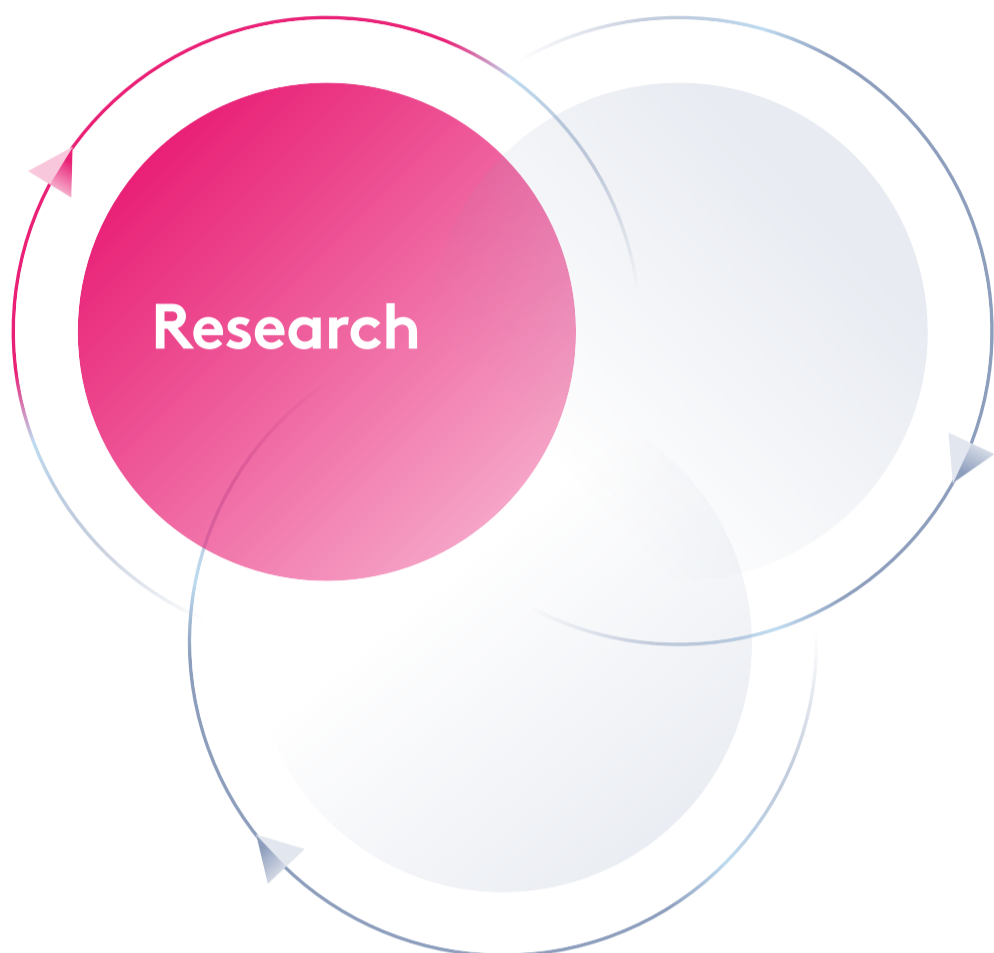


## RESEARCH

Quantitative and qualitative research insights to identify and reframe challenges as opportunities.

We embrace our inner explorer and dig deep—conducting third-party unbiased quantitative and qualitative research, as needed.

All the while, building on existing documentation and research you may already have so no work is duplicated or redundant. Contextual findings are shared as we go and continuously incorporated into solutions.



### COMMON ACTIVITIES

Surveys

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Content Analysis

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Narrative Analysis

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Testing & Experiments

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1:1 Interviews

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Competitive Analysis

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User Case Studies

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Facilitated Workshops

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## WORKSHOPS



Real-time exercises to foster collaboration, align your team, and leverage researched insights.

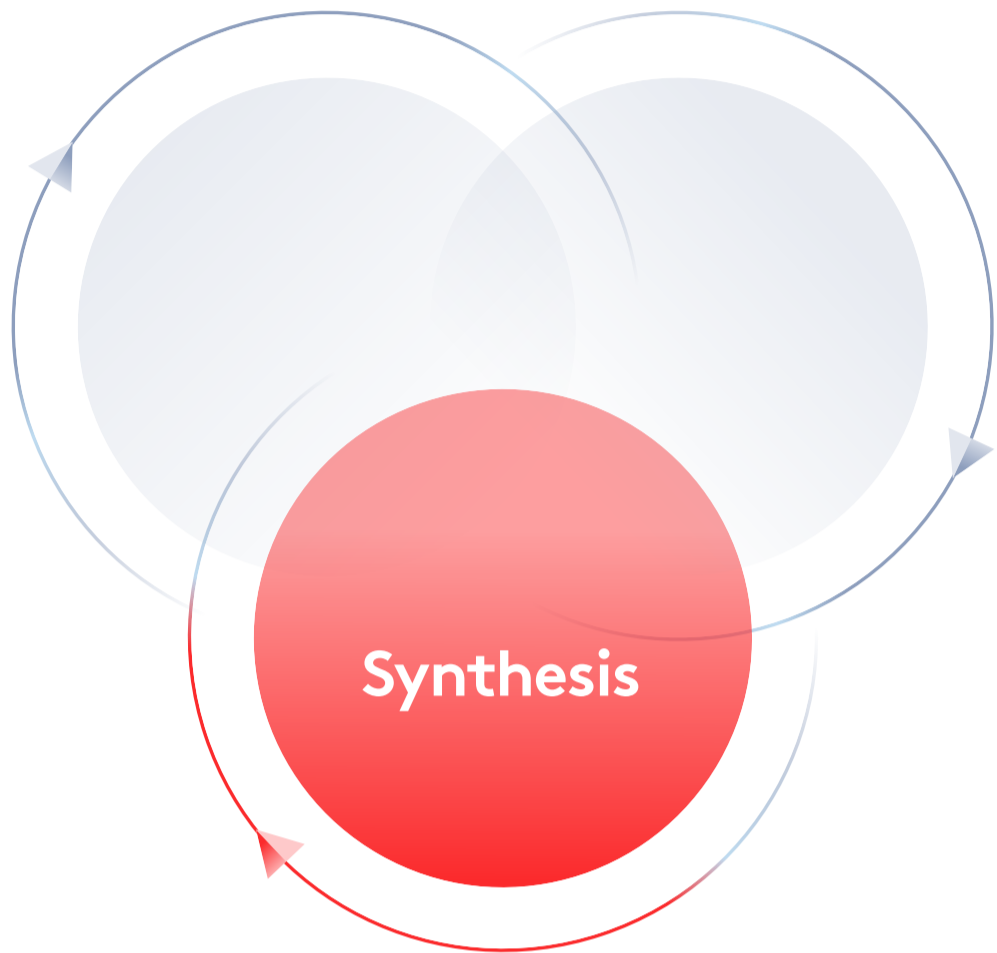
Our custom facilitated workshops bring the best minds in your organization together to validate POVs, fill in knowledge gaps, get creative, and start solving the problems that have been holding back your progress.

Stakeholders will leave refreshed, excited, and aligned around a set of ideas that support their individual objectives and the bigger organizational picture.



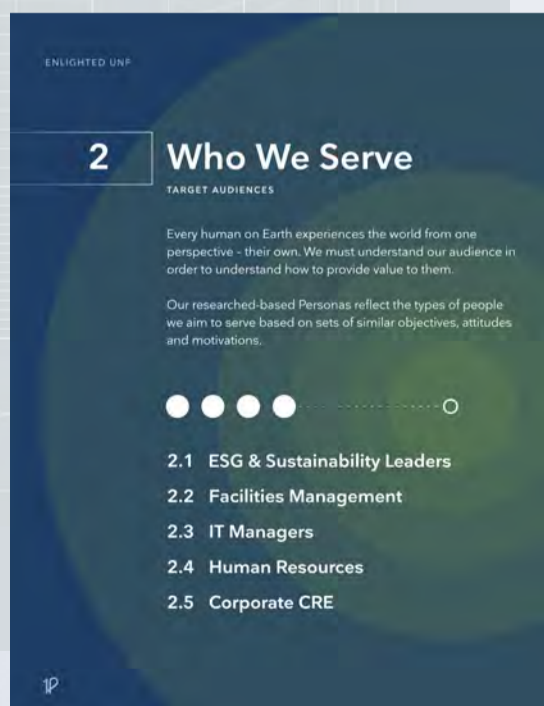
- Allow leaders to validate needs and get creative
- Uncover key ideas, messages, and strategies
- Refract and reframe each in a larger context
- Fill gaps between business units and objectives
- Document all exercise activity and outcomes


# SYNTHESIS



We dissect all perspectives at the molecular level to find commonalities, to narrow focus, and uncover hidden insights and opportunities. Then we translate everything into right-sized strategy and creative solutions designed to drive impact.

For many clients we deliver a **Unified Narrative Framework<sup>®</sup>**, a “single source of truth” tool to strengthen the Story at the Center of your business.





**When the  
solution isn't  
known, we  
have a path to  
get you there.**

Leverage the full power of your Story.

Let's Talk →

[firstperson.is/contact](https://firstperson.is/contact)

